



**GCT Technical Advisory Committee (TAC)
Special Meeting
Tuesday, April 12, 2011
1:30 p.m.
Gold Coast Transit Board Room**

Special Meeting Summary

TAC Members Present: Jeff Hereford, City of Ventura; Drew Lurie, City of Ojai; Jason Lott, City of Port Hueneme; Kathy Connell, Ventura County, and Martin Erickson, City of Oxnard.

TAC Members Absent: Vic Kamhi, VCTC (ex-officio).

GCT Staff Present: Steve Brown, General Manager; Steve Rosenberg, Director of Administrative Services; Andrew Mikkelson, Director of Transit Operations; Helene Buchman, Planning and Marketing Director, Chuck McQuary and Vanessa Rauschenberger, Transit Planner's, Cynthia Torres, Marketing and Communications Manager and Claire Johnson-Winegar, GCT Intern.

Members of the Public: None.

1. Call to Order/Introductions

Chair Martin Erickson called the Special TAC meeting to order at 1:30 p.m. Helene Buchman introduced Cynthia Torres the new GCT Marketing and Communications Manager.

2. Public Comments (items not on the agenda)

None.

3. Committee Members' Comments

Martin Erickson thanked GCT staff for participating in the Oxnard Earth Day events.

4. Staff Comments

Helene Buchman announced that GCT and the City of Oxnard will conduct two public outreach meetings in April.

Steve Brown reported that the City of Port Hueneme will be requesting federal ARRA funds available through GCT for upgrades to their City bus stops.

5. Review and Recommend Service Scenario for Upcoming Budget

Prior to today's meeting, GCT distributed a comprehensive packet for TAC review that included five (5) Budget/Service scenarios, GCT Organizational Information, documentation supporting additional staff positions, and, options for implementing the next phase of a Board adopted two-phase fare increase.

The five scenarios include up to eight staff positions to support proposed increases in current service. For clarification, TAC requested staff to add the following: Scenario zero, status quo. It would exclude restructuring the existing Route 15 into new Route 14 (Nyeland Acres-Riverpark) and Route 15 (El Rio/St. John's). Also, scenario zero would exclude any additional GCT staff positions.

With regard to scenario's four and five, which would increase costs for Port Hueneme, Jason Lott indicated that the City would not consider their approval until 2014.

In reviewing the additional staffing needs, Steve Brown indicated the Transit Planner and Customer Service Assistant are the top priorities of the eight positions requested. Kathy Connell indicated that more justification is needed to support the need for those two positions.

Following an in-depth review of the service scenarios and staffing needs for GCT, Martin Erickson called for a five minute break in the meeting at 3:15.

Upon resumption of the meeting, Martin recommended further discussion on scenario zero, and scenario #3, with and without the additional Transit Planner and Customer Service Assistant.

The members agreed that the regular TAC meeting is still required on April 20th to develop the recommended service scenario to be provided to the board for their May 4th meeting.

The following scenarios will be considered for recommendation:

- Scenario Zero
- Scenario #3 with and without additional GCT staff that include the Customer Service Assistant, Transit Planner, Transit Supervisor, and service that includes the following for implementation in August 2011:
 - ❖ Route 1 with 20 minute headways (would be implemented in January 2012)

- ❖ Route 5 with improved running time
- ❖ Route 6 extend all trips to Dakota
- ❖ Route 14 Nyeland Acres/Riverpark
- ❖ Route 15 El Rio/St. John's
- ❖ Route 17 St. John's/Central Avenue (would be implemented in January 2012)
- ❖ Route 20 AM Shuttle OTC/Lombard

6. Review and Recommendation about Planner Position for FY2010/11- Helene Buchman

Reviewed above as part of Item 5.

7. Review Pros and Cons of Delaying the Implementation of Fare Increase to Coincide with Service Change in August - Helene Buchman

TAC reviewed a staff analysis of the impact on revenue in delaying the increase from July to August, rider understanding, media costs and timeline considerations. While there will be a small revenue loss in delaying the increase by a month it was agreed that riders may associate the fare increase with service improvements resulting in a more palatable acceptance of paying more to ride.

Kathy Connell made a motion to approve a delay in the fare increase to coincide with the August 2011 service changes. Jeff Hereford seconded the motion, and it passed unanimously.

9. Future Agenda Items

See Item 5, above.

10. Adjournment

There being no further business, Chair Martin Erickson adjourned this special meeting at 3:50 p.m. This meeting will be reconvened on April 20th.

Minutes Approved:



**SPECIAL
GCT Technical Advisory Committee (TAC)
Sign-in Sheet
April 12, 2011, 1:30 p.m.**

Agency Represented	Committee Member		Committee Alternate	
	Initials	Name	Initials	Name
Ojai	DL	Drew Lurie		TBD
Oxnard	ME	Martin Erickson		Ashley Golden
Port Hueneme	S	Jason Lott		Andy Santamaria
San Buenaventura	J.H.	Jeff Hereford		Tom Mericle Rick Gallegos
County of Ventura	K	Kathy Connell		David Fleisch
VCTC (ex-officio)		Vic Kamhi		Myra Montejano
GCT (staff)	HB	Helene Buchman	CM V	Chuck McQuary Vanessa Rauschenberger

Others in attendance:

Name	Organization	Phone Number
Andrew Mikkelson	GCT	x 111
Claire Johnson-Winegar	GCT	x 118
Cynthia Torres	GCT	x 110
Spoonenp	GCT	
Steven Brown	GCT	x 116